(19) Europäisches Patentamt
European Patent Office
Office européen des brevets

(11) Publication number: **0 355 697 A3**

(12) EUROPEAN PATENT APPLICATION

(21) Application number: **89115118.5**

(51) Int. Cl.5: **H04N 7/173**

(22) Date of filing: **16.08.89**

(30) Priority: **19.08.88 JP 204721/88**

(43) Date of publication of application:
28.02.90 Bulletin 90/09

(84) Designated Contracting States:
DE FR

(88) Date of deferred publication of the search report:
03.07.91 Bulletin 91/27

(71) Applicant: **HITACHI, LTD.**
6, Kanda Surugadai 4-chome
Chiyoda-ku, Tokyo 100(JP)

(72) Inventor: **Baji, Toru**
Miharashinoie C-608 2 Koyodai-4-chome
Inagi-shi(JP)
Inventor: **Nakano, Yukio**
Hitachi Owada Apartment D-302
47-1, Akatsukicho-1-chome Hachioji-shi(JP)
Inventor: **Tanabe, Shiro**
Hitachi Koyasudai Apartment A-103
32, Koyasumachi-2-chome Hachioji-shi(JP)
Inventor: **Nakagawa, Tetsuya**
Hitachi Shoburyo 18-30, Midoricho-5-chome
Koganei-shi(JP)
Inventor: **Kojima, Hirotsugu**
15-12, Koyama-3-chome
Nerima-ku Tokyo(JP)

(74) Representative: **Strehl, Schübel-Hopf, Groening**
Maximilianstrasse 54 Postfach 22 14 55
W-8000 München 22(DE)

(54) Multimedia bidirectional broadcast system.

(57) A multimedia bidirectional broadcast system including a broadcast station (115) and subscriber terminals (116). The broadcast station (115) includes a main control unit (106) having therein a data base control table (134) in which program and commercial down load sequences are recorded depending on a setting effected by a subscriber, a motion picture program data base (102), a commercial data base (131), a program transmitter (103) for effecting accesses and transmissions of transmission programs onto transmission lines based on the setting of the main control unit (106), a commercial transmitter (132) for accessing the commercial data base (131) and for transmitting content thereof based on the setting of the main control unit (106), an image encoder (107) for achieving a bandwidth compression on a video signal, a cell assembler (108) for processing data to be transmitted onto a broadband transmission line so as to generate a cell of the data, and an asynchronous transfer mode exchange (109) for delivering the cell to a subscriber system (116) associated therewith. Each of the subscriber systems (116) includes a network terminal (111), a terminal control unit (113), a decoder (112) to decode the compressed video signal, and a television monitor (114).

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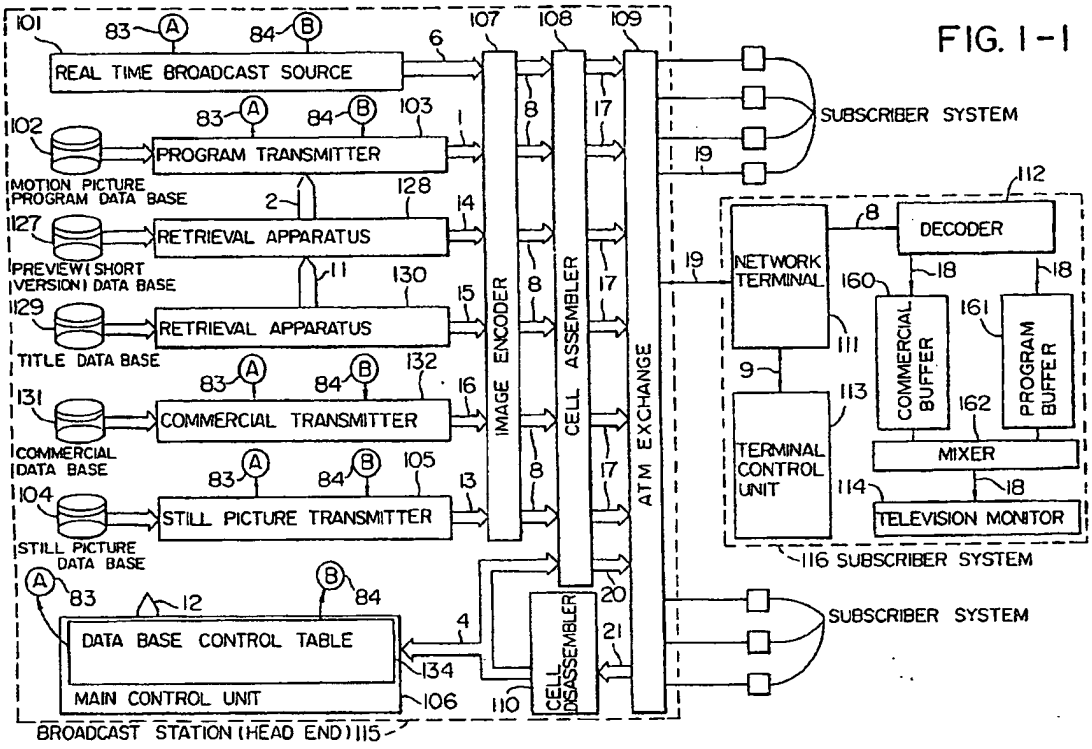
101
83
A
84
B
REAL TIME BROADCAST SOURCE
6
107
108
109
102
103
PROGRAM TRANSMITTER
1
8
17
SUBSCRIBER SYSTEM
19
MOTION PICTURE PROGRAM DATA BASE
2
128
14
127
RETRIEVAL APPARATUS
PREVIEW (SHORT VERSION) DATA BASE
11
130
15
129
RETRIEVAL APPARATUS
TITLE DATA BASE
132
16
131
COMMERCIAL TRANSMITTER
COMMERCIAL DATA BASE
105
13
104
STILL PICTURE TRANSMITTER
STILL PICTURE DATA BASE
12
20
21
4
DATA BASE CONTROL TABLE
134
MAIN CONTROL UNIT
106
110
IMAGE ENCODER
CELL ASSEMBLER
ATM EXCHANGE
CELL DISASSEMBLER
BROADCAST STATION (HEAD END) 115
112
NETWORK TERMINAL
111
DECODER
8
18
160
COMMERCIAL BUFFER
161
PROGRAM BUFFER
162
9
TERMINAL CONTROL UNIT
113
MIXER
114
TELEVISION MONITOR
116 SUBSCRIBER SYSTEM
SUBSCRIBER SYSTEM

FIG. 1-1

European Patent Office

EUROPEAN SEARCH REPORT

Application Number

EP 89 11 5118

DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int. Cl.5)
A	DE-A-2 550 624 (SIEMENS AG) * page 3, lines 13 - 28; claim 1; figures * * page 7, line 7 - page 8, line 16 *	1,5	H 04 N 7/173
P,A	GB-A-2 207 838 (TELEACTION CORP) * page 1, line 12 - page 2, line 25 * * page 6, line 15 - page 7, line 4 * * abstract; figure *	1,16	
P,A	GB-A-2 209 082 (HASHIMOTO CORP) * page 1, line 22 - page 2, line 23 * * abstract; figures 1-2 *	1,16	
A	IEEE JOURNAL ON SELECTED AREAS IN COMMUNICATION. vol. SAC-4, no. 4, July 1986, NEW YORK US pages 429 - 437; Heinrich Armbrüster: "Applications of future broad-band services in the office and home" * the whole document *	1,15	

TECHNICAL FIELDS SEARCHED (Int. Cl.5)

H 04 N
G 09 F
H 04 Q

The present search report has been drawn up for all claims

Place of search	Date of completion of search	Examiner
The Hague	26 April 91	ISA S.

CATEGORY OF CITED DOCUMENTS

X: particularly relevant if taken alone
Y: particularly relevant if combined with another document of the same catagory
A: technological background
O: non-written disclosure
P: intermediate document
T: theory or principle underlying the invention

E: earlier patent document, but published on, or after the filing date
D: document cited in the application
L: document cited for other reasons

&: member of the same patent family, corresponding document